



# SKINCLUSION™

be conscious. be fearless. be beautiful.

## WHAT IS SKINCLUSION™?

Global awareness initiative, supported by SKINCLUSION ambassador **Priyanka Chopra Jonas**, that empowers all of us to make conscious choices and see the beauty in all of our differences.

// Recognizing our own bias allows us to challenge it, overcome it, and ultimately, create a world where diversity is celebrated. //



**Priyanka Chopra Jonas**

OBAGI SKINCLUSION ambassador, actor, producer, activist

## EVERYONE'S SKIN IS BEAUTIFUL & UNIQUE...

Each of us has specific skin care needs based on our:

- skin tone
- skin concerns
- skin type



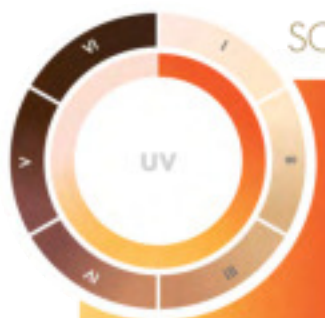
## ...& WE ALL HAVE A PLACE IN THE FITZPATRICK SKIN SPECTRUM



Developed in 1975 by Harvard dermatologist **Thomas B. Fitzpatrick, MD** to categorize skin into six different types based on its response to the sun or ultraviolet light.



Only your **skin care provider** can identify your skin type and recommend products that are right for you.



## SO WHAT'S YOUR SKIN TYPE?

	SKIN TYPE VI	SKIN TYPE V	SKIN TYPE IV	SKIN TYPE III	SKIN TYPE II	SKIN TYPE I
skin color before exposure:	deeply pigmented dark brown to darkest brown	dark brown	olive or light brown	fair to beige, with golden undertones	fair or pale	very
skin reaction to sun:	never freckles, never burns, always tans	rarely freckles, almost never burns, always tans	doesn't really freckle, burns rarely, often tans	might freckle, burns on occasion, sometimes tans	usually freckles, often burns/peels, rarely tans	always freckles, always burns/peels, never tans

## WHAT IS UNCONSCIOUS BIAS?

Unconscious or implicit biases are attitudes and stereotypes that are largely unintentional, automatic and outside of our awareness.

Everyone holds unconscious biases, which reflect deeply ingrained stereotypes that can affect how we view and treat others and how we make decisions. They are unique to every individual and influenced by our:



- BACKGROUND
- CULTURAL ENVIRONMENT
- PERSONAL EXPERIENCES

Research shows millennials have sparked a **15% decline in skin tone bias**, but there's still more work to be done.<sup>1</sup>

## WHAT IS CULTURAL DIVERSITY?

Cultural diversity includes groups of different cultures and backgrounds working collaboratively. This was recognized as a "common heritage of humanity" by UNESCO<sup>2</sup> and considered important to safeguard as it directly affects human dignity.



## HOW TO JOIN

1. Visit **SKINCLUSION.com** to view resources from the **International Cultural Diversity Organization (ICDO)**<sup>3</sup> and **Project Implicit**<sup>4</sup> and take the Skin Tone IAT
2. Join the global dialogue celebrating diversity and inclusion by using **#SKINCLUSION** on your social channels and share why diversity and inclusion are important to you
3. Watch, like and share Priyanka's **SKINCLUSION** video to keep spreading the word
4. Follow Obagi's social media channels to keep up with **SKINCLUSION** activities and events, and participate in social challenges

For every social action taken using **#SKINCLUSION**, Obagi will donate \$1 to support the **International Cultural Diversity Organization (ICDO)** and **Project Implicit**, with a total donation of \$150,000.



## ABOUT OBAGI

**30** YEAR LEGACY & HIGH DEGREE OF EMPLOYEE DIVERSITY



**82%** FEMALE EMPLOYEE BASE

**1st** medical skin care brand to design their clinical research protocols to include the full Fitzpatrick skin spectrum

Obagi sets a high bar for clinically demonstrated results with proven, science-based skin care products that have been trusted worldwide by physicians, used by **millions of people** and are available in **56 countries**.



Obagi believes that protecting and nourishing your skin depends on developing a skin care regimen with your provider and **choosing products that are right for your skin tone, age and specific needs.**

[www.SKINCLUSION.com](http://www.SKINCLUSION.com)

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<sup>1</sup> Chartrand, T.L., Branstetter, M.J. (2019) Patterns of Implicit and Explicit Attitudes: Long-Term Change and Stability From 2007 to 2016. Psychological Science, 30(2). Retrieved from <https://journals.sagepub.com/doi/10.1177/0956797618830887>

<sup>2</sup> UNESCO Universal Declaration on Cultural Diversity, UNESCO, 2002, accessed October 15, 2018, <http://unesdoc.unesco.org/images/0010/00107/107160e.pdf>